RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #023880
(Fax (603) 669-5423
Mr. D. Beaudet
ASSOCIATED GROCERS

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear David:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as **90** skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is **not** 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	3	12300-11226	1 (12M)	12300-11212
Light Box	6	12300-11926	3 (6M)	12300-11906
Ult Lt Box	3	12300-70326	2 (6M)	12300-70306

Product PO #G8402/DB; Displays PO # G8403/DB SMS# 8037-0858 2/6/98 Order Date

Product / Premium Arrival: **February 23, 1998**

Ship Date to Retail: **Week of: March 9, 1998**

DISPLAY DETAIL (#538994)

SKU CUBE : **1.6700**
SKU WT (w/o Product): **4.5000 lbs**
Retail Sales Offer per Sku: **20 Offers**

Billing per Sku: **4 Full Price Cartons**

PARTNERS 'BONUS' REPORTING DESCRIPTION **'WIN MAR B2G1F'**

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B1G1F
ASSOCIATED GROCERS

EFT $ Amount:	**$4,178.10**
State Breakdown:	
VT: 1 Cs. Each FF Box / Ult Lt Box / 2 Cs. Lt Box	*$473.90*
NH: 2 Cs. Each FF Box / Ult Lt Box / 4 Cs. Lt Box	*$1,031.79*
LIVE Product: 1 Cs. FF Box / 2 Cs. Ult Lt Box / 3 Cs. Lt Box	*$2,672.41*

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:
* **4 CARTONS:**
  2 WINSTON LT BOX
  1 WINSTON FF BOX
  1 WINSTON ULT LT BOX
  EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$168 (6 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Deshanes
RJR / H. Battle
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 023880 ASSOCIATED GROCERS OF <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0025
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112604	112622	253338	DAIRY MART 850	271 SPRING ST	MEDFORD	MA	02155	2		2757-1100		(781)391-7882
112605	112623	106764	ELM ST MARKET	178 ELM ST	EVERETT	MA	02149	3			90331	(617)387-5520
112805	112827	103306	VILLAGE KNOLL	107 W MAIN ST	MILLBURY	MA	01527	3			10353	(508)865-9290
112806	112825	755567	CHARLIES VARIETY	30 DOUGLAS ST	UXBRIDGE	MA	01569	3			90275	(508)278-7522
113006	113021	108119	BOSTON I STORE	410 HANOVER ST	BOSTON	MA	02113	2			90328	(617)523-4056
113007	113025	759000	CHARTLEY COUNTRY ST	319-B TREMONT STR	REHOBOTH	MA	02769	1			90083	(508)226-4215
112207	112227	767703	GRAY MARKET PLACE	RT 100 GRAY PLAZA	GRAY	ME	04039	2			10189	(207)657-3346
112208	112225	100152	PLUMMER'S SUPER MKT	RR 2 BOX 38	WEST BUXTON	ME	04093	4				(207)727-3125
112208	112225	247422	NEW DURHAM GENERAL	3 OLD BAY RD	NEW DURHAM	NH	03855	2			10470	(603)859-5400
163803	163821	104049	WILBER BROS	37 MONADNOCK HWY	KEENE	NH	03431	1			90220	(603)352-2306
163803	163824	445687	GOBINS TOWN & CTRY.	#10453	GOFFSTOWN	NH	03045	1			10453	(603)497-2632
163807		755238	WARREN VILLAGE MKT	ROUTE 25	WARREN	NH	03279	1			10247	(603)764-9002
163802	163827	227654	FOODSTOP	RTE. 12A, EXIT 20	WEST LEBANON	NH	03784	1		2438-0000		(603)298-7923
163802	163827	542332	FOODSTOP	89 MAIN ST	WEST LEBANON	NH	03784	2		2438-0000		(603)298-6842
163802	163827	643737	FOOD STOP INC.	73 S MAIN ST	HANOVER	NH	03755	1		2438-0000	90564	(603)643-9750
163802	163827	755242	PROCTORS STORE	RT 4A	ENFIELD CENTER	NH	03749	1			10240	(603)632-4638
163805	163820	318158	CUSTEAUS MKT	RT 111 SHOPPERS V	EAST HAMPSTEAD	NH	03826	3			10465	(603)382-5478
163806	163823	104284	TEMPLE FOOD MART	121 BAKER ST	MANCHESTER	NH	03103	2			10145	(603)622-3753
163806	163824	691347	AUBURN MARKET #1	289 CHESTER RD	AUBURN	NH	03032	2			10136	(603)483-8176
163806	163824	778464	GOLUMB'S	66 UNION ST	MANCHESTER	NH	03103	2				(603)625-8755
163807	163826	104991	BOB'S KWIK CHEK	S. MAIN ST. ROUTE	PLYMOUTH	NH	03264	1			90512	(603)536-1880
163807	163826	104993	BOBS SUREFINE	MAIN ST	ASHLAND	NH	03217	2				(603)968-7781
163807	163827	105247	TOP-OF-THE-HILL STO	ROUTE 135-DALTON	WHITEFIELD	NH	03598	2			90061	(603)837-9153
163807	163827	633097	MARTIN'S FOOD BASKE	21 JEFFERSON RD	WHITEFIELD	NH	03598	2			10057	(603)837-2646
163807	163826	702881	LIBERTY ROCK COUNTR	RR 1 BOX 8	GRAFTON	NH	03240	1				(603)523-730
163807	163826	755134	TENNEY MT.KWIK-CHEC	494 TENNEY MOUNTA	PLYMOUTH	NH	03264	2			90513	(603)536-3352
112204	112227	259388	GRANTS SUPERMARKET	ROUTE 302	GLEN	NH	03838	3			10188	(603)383-4282
112204	112227	755015	PATCH'S MARKETS INC	ROUTE 302	GLEN	NH	03838	4			10125	(603)383-9742
112206	112220	755837	DEEP MEADOW VARIETY	93 LINDEN AVE	EXETER	NH	03833	2				(603)778-1526
163803	163821	075253	T-BIRD MINI MART	ROUTE #202	ANTRIM	NH	03440	3		5486-0000	90627	(603)588-6893
163803	163821	104143	CARRS STORE	RT 101	DUBLIN	NH	03444	1			90090	(603)563-8478
163803	163821	104145	WAYNOS FOOD MART	#10258	ANTRIM	NH	03440	1				(603)588-6363
163803	163821	104413	DELAY INC. #349	FOREST RD	GREENFIELD	NH	03047	2			10349	(603)547-3414
163803	163824	104419	LANCTOT GROCERS INC	425 S STARK HWY	WEARE	NH	03281	1			10059	(603)529-7137
163803	163825	361212	GUILD RD CTRY FARE	GUILD ROAD	NEWPORT	NH	03773	1				(603)863-3642
163803	163821	724665	SILVAMART	738 ELM STREET	MILFORD	NH	03055	2			10194	(603)673-9083
163803	163825	907480	T-BIRD MINI MART	50 CLINTON ST	SPRINGFIELD	VT	05156	4		5486-0000	90263	(802)885-3386
163802		229253	CHESTER GENERAL	RTE 103	CHESTER	VT	05143	1			90229	(802)875-3813
163801	163827	113753	BUDBOS INC.	84 MAIN ST	NEWPORT	VT	05855	1			10134	(802)334-8661
163801		114034	JAQUE'S STORE	MAIN STREET	HUNTINGTON	VT	05462	1				(802)434-2674
163801		310933	MARTY'S 1ST STOP	RTE. 2	DANVILLE	VT	05828	1				(802)684-2574
162301	162323	113967	KEELER BAY VARIETY	500 ROUTE 2	SOUTH HERO	VT	05486	1				(802)372-4465

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WHOLESALER : 023880 ASSOCIATED GROCERS OF <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0025
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	162323	623843	A AND B BEVERAGE	ROUTE #2	GRAND ISLE	VT	05458	1			90433	(802)372-4531
163801	163827	023232	EVANSVILLE TRADING	RTE. 58	EVANSVILLE	VT	05860	1			90388	(802)754-6305
163801	163828	290293	HALL'S HANDY MART	13 MILL ST	HARDWICK	VT	05843	1			90215	(802)472-6677
163802	163827	114265	FOOD STOP	RTE 5	WHITE RIV JCT	VT	05001	1		2438-0000		(802)295-7529
163803	163825	031254	FOOD STOP	205 RIVER ST	SPRINGFIELD	VT	05156	2		2438-0000		(802)885-5310
163803	163825	044708	T-BIRD MINI MART	24 ROCKINGHAM ST	BELLOWS FALLS	VT	05101	1		5486-0000	90625	(802)463-4008

PAGE BREAK TOTAL ACCOUNTS 48 TOTAL QUANTITY 85

TEMPLATE TOTAL ACCOUNTS 48 TOTAL QUANTITY 85

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WHOLESALER PACKING INSTRUCTIONS

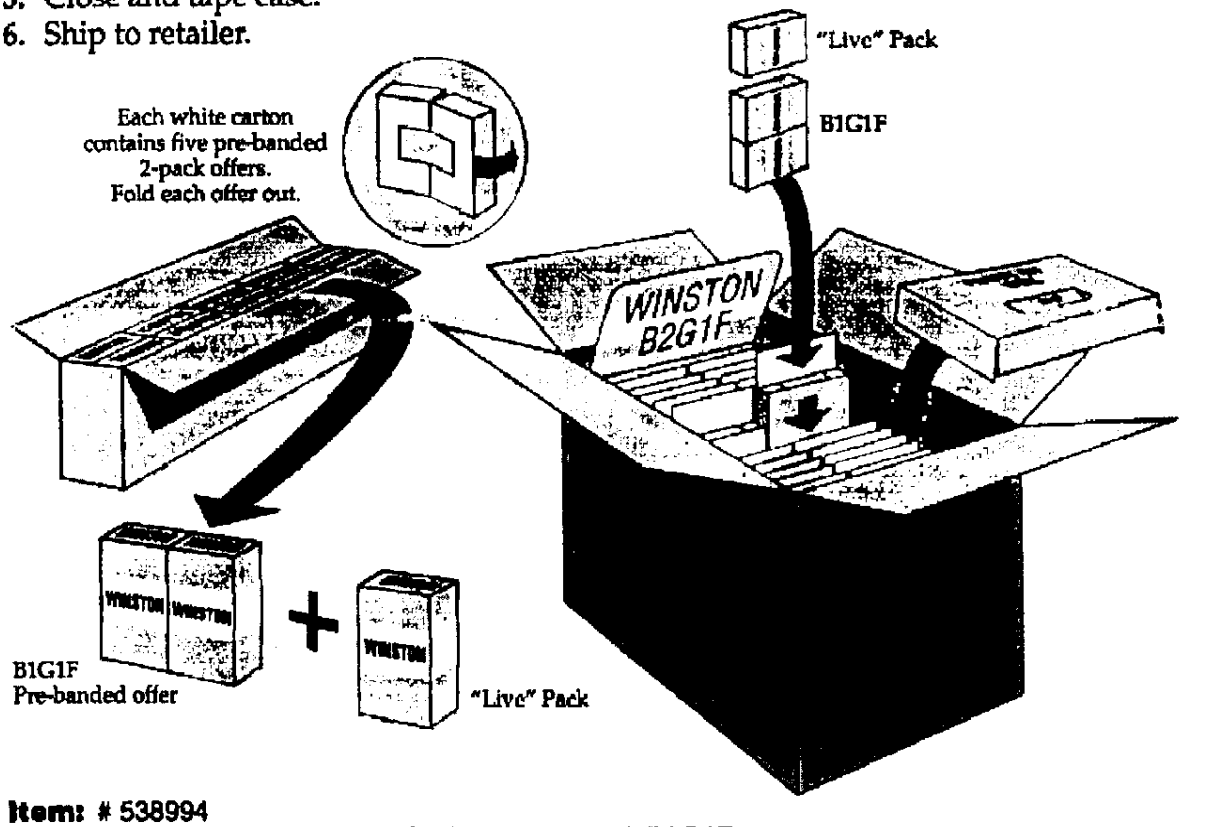
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. **Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.**
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994
Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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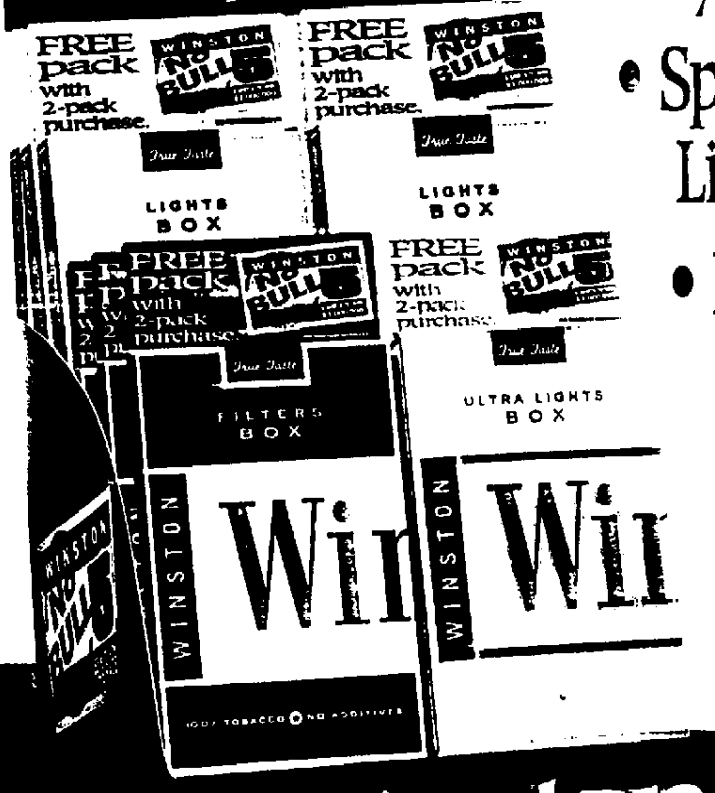
FREE pack with 2-pack purchase

Smoke this.

FREE pack

with 2-pack purchase.



- Kick off March with this offer: Buy 2 packs. Get one free.
- Special packaging in Full Flavor, Lights and Ultra Lights Box Styles.
- Dramatic counter display and poster.
- Another No Bull 5 way to build traffic.

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